

# Proven Ways to Expand Your Client Base

### ■ Attend, Sponsor & Exhibit at WIB Events

Showcase your product or service at annual WIB events where you'll meet decision-makers and influencers actively seeking solutions to better their bank.

### ■ Market to Prospects

WIB's bank membership list is available only to WIB Associate Members and provides a direct way to reach high-performing, qualified independent banks.

### ■ Visibility, Presence & Branding

**Be Seen:** Make a lasting, positive impression without picking up the phone or leaving your office by advertising in *Western Independent Banker* magazine, conference program books, on [www.wib.org](http://www.wib.org) or in our directories. Meet face-to-face with community bankers at our annual conferences.

**Be Found:** The WIB Network assists bankers in connecting to the products and services they need to make their business run better. If there's a business need, WIB's Products & Services Directory puts your products and solutions in front of them with searchable features.

**Be an Expert:** Only Associate Members have the opportunity to submit articles for WIB publications that are distributed to upwards of 5,000 industry professionals. Speaking opportunities at WIB events provide excellent exposure to your firm as an authority on timely industry topics. This is a truly excellent opportunity to share your expertise that goes beyond the average advertisement.

### ■ Bring Your Membership to a New Level

Gain additional exposure by enhancing your membership with a Premier Membership. For as little as an additional \$2,000 in membership dues, you'll receive such opportunities as an enhanced listing in our online *Products & Services Directory*, an attendee list for one of our major conferences, one month of advertising on our website and much, much more. See the reverse side for a comparison chart to see what benefits await you!



[inform.educate.connect](http://inform.educate.connect).

For more information on WIB membership, please contact us at 415-352-2323 or [membership@wib.org](mailto:membership@wib.org).

# ASSOCIATE MEMBER BENEFITS

	Premier Associate Member \$2,000+ Annual Dues	Associate Member Standard Annual Dues
<b>COMMUNICATIONS</b>		
Quarterly <i>Associate Connection</i> eNewsletter	★	■
Bi-annual Premier showcase email targeted to bankers showing your product	★	
<b>CONFERENCES</b>		
Discounts on exhibit booths (up to \$1,800 value for each)	★	■
Early notification of exhibits & sponsorships	★	■
Priority wait list for exhibit space	★	
Special designation of member status at booth and on name tags	★	
Additional points given for sponsorship opportunities selection	10	
Consideration for speaking at WIB educational events	★	■
Attendee list for major conferences (\$250 value for each)	3 conferences	
Full page B&W ad in conference program/binder (\$800 value)	1 conference	
Opportunity to attend WIB events as a registrant	★	■
<b>MAGAZINE &amp; ELECTRONIC NEWSLETTERS</b>		
Subscriptions to <i>Western Independent Banker</i> and eDigests	Up to 8	Per dues category
Annual <i>Western Independent Banker</i> feature with company profile and contact information	★	
Ability to write columns for <i>Western Independent Banker</i>	★	■
Ability to write column for eDigests: <i>Director, HR &amp; Training, Lending &amp; Credit, Technology &amp; Security, CFO &amp; Finance and Compliance</i>	★	■
<b>ONLINE</b>		
Listing in searchable online <i>Products &amp; Services Directory</i>	★	■
Special designation of Premier Member status on company listings and higher level results given in <i>Products &amp; Services Directory</i> user searches	★ (after Endorsed Programs)	
Branded Online Resource Toolkit (\$750 value)	★	
Priority review and consideration for participation in Group Purchase Program	★	
Two job postings on Job Connect (Value \$300)	★	
Profile on Premier Web Page	★	
<b>WIB BANK MEMBERSHIP LIST</b>		
Member list with address and main contact (no emails) in Excel format	Quarterly	Annually
<b>ADVERTISING</b>		
Tile ad on www.wib.org (\$300 value)	1 month	
10% discount on advertising in <i>Western Independent Banker</i>	★	■
<b>RECOGNITION OF YOUR SUPPORT</b>		
Recognition among bankers as a supporter of community banking	★	■
New member listing in <i>Western Independent Banker</i>	★	■
An enhanced ability to network with community bankers in the West	★ (With logo)	■

**TOTAL VALUE OF PREMIER ENHANCEMENTS = \$4,200+**

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